WHAT IS CLAIMED IS:

1.   A recommended item presentation method, comprising the steps of:

5   (a) obtaining client identifier associated client preference estimating factor information of a plurality of clients which is information according to which a preference of each client is to be estimated; and

   (b) receiving a recommended item presentation request and
10   a client preference estimating factor information of one client from an item provider server for providing items to a plurality of clients through a network, where the client preference estimating factor information indicates a preference of the one client, without identifying the one
15   client, producing a recommended item list according to the client identifier associated client preference estimating factor information and the client preference estimating factor information, and transmitting the recommended item list to the item provider server.

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2.   The recommended item presentation method of claim 1, wherein the step (a) obtains the client identifier associated client preference estimating factor information by receiving a client preference estimating factor
25   information list from a client preference estimating factor information list providing server which collects the client · identifier associated client preference estimating factor information from a plurality of clients.

30 3.   The recommended item presentation method of claim 2, wherein the step (a) receives the client identifier associated client preference estimating factor information list in a form of a list of item identifiers of viewed/purchased items at the item provider server and
35   dates and times of viewings/purchases of the

viewed/purchased items for each client identifier, or a
list of item identifiers of viewed/purchased items at the
item provider server and ratings indicating levels of
interest of each client with respect to the
5   viewed/purchased items for each client identifier, or a
list of item identifiers of interested items of each client
for each client identifier.

4.   The recommended item presentation method of claim 2,
10   further comprising the step of paying a fee for
transmission of the client identifier associated client
preference estimating factor information list to the client
preference estimating factor information list providing
server.

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5.   The recommended item presentation method of claim 1,
further comprising the step of receiving a fee for
transmission of the recommended item list from the item
provider server.

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6.   The recommended item presentation method of claim 1,
wherein the step (a) also processes the client identifier
associated client preference estimating factor information
into a client preference estimating factor information map
25   and the step (b) produces the recommended item list
according to the client preference estimating factor
information map and the client preference estimating factor
information.

30   7.   The recommended item presentation method of claim 6,
wherein the step (a) produces the client preference
estimating factor information map in a form of any of a
list of item identifiers of accessed items of each client
for each client identifier, a list of item identifiers of
35   accessed items of each client and ratings indicating levels

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of interest of each client with respect to the accessed
items for each client identifier, a list of client
identifiers of accessing clients of each item for each item
identifier, a list of client identifiers of accessing
5   clients of each item and ratings indicating levels of
interest of each client with respect to each item for each
item identifier, and a list of correlation values among
correlated items.

10 8.   The recommended item presentation method of claim 6,
wherein the step (b) produces the recommended item list by:
        obtaining a related client list by extracting client
identifiers contained in a list of client identifiers for
each item that constitutes the client preference estimating
15 factor information map, for each item identifier in a list
of item identifiers that constitutes the client preference
estimating factor information received along with the
recommended item presentation request from the item
provider server;
20   narrowing down the related client list by extracting
item identifiers contained in a list of item identifiers
for each client that constitutes the client preference
estimating factor information map, for each client
identifier in the related client list, counting a number of
25 overlaps between extracted item identifiers and item
identifiers in the list of item identifiers that
constitutes the client preference estimating factor
information, for each client identifier in the related
_client list, rearranging client identifiers in the related
30 client list in a descending order of counted number of
overlaps, and setting a first prescribed number of client
identifiers from a top of a rearranged related client list
as a new related client list;
        obtaining a related item list by extracting item
35 identifiers contained in the list of item identifiers for

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each client, for each client identifier in the new related client list; and

narrowing down the related item list by extracting client identifiers contained in the list of client
5   identifiers for each item, for each item identifier in the related item list, counting a number of overlaps between extracted client identifiers and client identifiers in the new related client list, for each item identifier in the related item list, rearranging item identifiers in the
10   related item list in a descending order of counted number of overlaps, and setting a second prescribed number of item identifiers from a top of a rearranged related item list as the recommended item list.

15   9.   A recommended item presentation server, comprising:
a client preference estimating factor information processing unit configured to obtain client identifier associated client preference estimating factor information of a plurality of clients which is information according to
20   which a preference of each client is to be estimated; and
a recommended item presentation unit configured to receive a recommended item presentation request and a client preference estimating factor information of one client from an item provider server for providing items to
25   a plurality of clients through a network, where the client preference estimating factor information indicates a preference of the one client, without identifying the one client, produce a recommended item list according to the client identifier associated client preference estimating
30   factor information and the client preference estimating factor information, and transmit the recommended item list to the item provider server.

10.   The recommended item presentation server of claim 9,
35   wherein the client preference estimating factor information

processing unit obtains the client identifier associated
client preference estimating factor information by
receiving a client preference estimating factor information
list from a client preference estimating factor information
5   list providing server which collects the client identifier
associated client preference estimating factor information
from a plurality of clients.

11.   The recommended item presentation server of claim 10,
10   wherein the client preference estimating factor information
processing unit receives the client identifier associated
client preference estimating factor information list in a
form of a list of item identifiers of viewed/purchased
items at the item provider server and dates and times of
15   viewings/purchases of the viewed/purchased items for each
client identifier, or a list of item identifiers of
viewed/purchased items at the item provider server and
ratings indicating levels of interest of each client with
respect to the viewed/purchased items for each client
20   identifier, or a list of item identifiers of interested
items of each client for each client identifier.

12.   The recommended item presentation server of claim 10,
wherein the client preference estimating factor information
25   processing unit also pays a fee for transmission of the
client identifier associated client preference estimating
factor information list to the client preference estimating
factor information list providing server.

30   13.   The recommended item presentation server of claim 9,
wherein the recommended item presentation unit also
receives a fee for transmission of the recommended item
list from the item provider server.

35   14.   The recommended item presentation server of claim 9,

wherein the client preference estimating factor information
processing unit also processes the client identifier
associated client preference estimating factor information
into a client preference estimating factor information map
5   and the recommended item presentation unit produces the
recommended item list according to the client preference
estimating factor information map and the client preference
estimating factor information.

10   15.   The recommended item presentation server of claim 14,
wherein the client preference estimating factor information
processing unit produces the client preference estimating
factor information map in a form of any of a list of item
identifiers of accessed items of each client for each
15   client identifier, a list of item identifiers of accessed
items of each client and ratings indicating levels of
interest of each client with respect to the accessed items
for each client identifier, a list of client identifiers of
accessing clients of each item for each item identifier, a
20   list of client identifiers of accessing clients of each
item and ratings indicating levels of interest of each
client with respect to each item for each item identifier,
and a list of correlation values among correlated items.

25   16.   The recommended item presentation server of claim 14,
wherein the recommended item presentation unit produces the
recommended item list by:
       obtaining a related client list by extracting client
identifiers contained in a list of client identifiers for
30   each item that constitutes the client preference estimating
factor information map, for each item identifier in a list
of item identifiers that constitutes the client preference
estimating factor information received along with the
recommended item presentation request from the item
35   provider server;

narrowing down the related client list by extracting
item identifiers contained in a list of item identifiers
for each client that constitutes the client preference
estimating factor information map, for each client
5   identifier in the related client list, counting a number of
overlaps between extracted item identifiers and item
identifiers in the list of item identifiers that
constitutes the client preference estimating factor
information, for each client identifier in the related
10 client list, rearranging client identifiers in the related
client list in a descending order of counted number of
overlaps, and setting a first prescribed number of client
identifiers from a top of a rearranged related client list
as a new related client list;
15   obtaining a related item list by extracting item
identifiers contained in the list of item identifiers for
each client, for each client identifier in the new related
client list; and
narrowing down the related item list by extracting
20 client identifiers contained in the list of client
identifiers for each item, for each item identifier in the
related item list, counting a number of overlaps between
extracted client identifiers and client identifiers in the
new related client list, for each item identifier in the
25 related item list, rearranging item identifiers in the
related item list in a descending order of counted number
of overlaps, and setting a second prescribed number of item
identifiers from a top of a rearranged related item list as
the recommended item list.

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17. A computer usable medium having computer readable
program codes embodied therein for causing a computer to
function as a recommended item presentation server, the
computer readable program codes include:
35   a first computer readable program code for causing

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said computer to obtain client identifier associated client
preference estimating factor information of a plurality of
clients which is information according to which a
preference of each client is to be estimated; and
5   a second computer readable program code for causing
said computer to receive a recommended item presentation
request and a client preference estimating factor
information of one client from an item provider server for
providing items to a plurality of clients through a
10   network, where the client preference estimating factor
information indicates a preference of the one client,
without identifying the one client, produce a recommended
item list according to the client identifier associated
client preference estimating factor information and the
15   client preference estimating factor information, and
transmit the recommended item list to the item provider
server.

18.   A method for providing a recommended item presentation
20   service from a recommended item presentation server
associated with one item provider server to a plurality of
item provider servers for providing items to a plurality of
clients through a network, comprising the steps of:
     (a) obtaining client identifier associated client
25   preference estimating factor information of a plurality of
clients which is information according to which a
preference of each client is to be estimated, at the
recommended item presentation server; and
     (b) upon receiving a recommended item presentation request
30   and a client preference estimating factor information of
one client from one of the plurality of item provider
servers, where the client preference estimating factor
information indicates a preference of the one client,
without identifying the one client, producing a recommended
35   item list according to the client identifier associated

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client preference estimating factor information and the
client preference estimating factor information and
transmitting the recommended item list to the one of the
plurality of item provider servers at the recommended item
5   presentation server.

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